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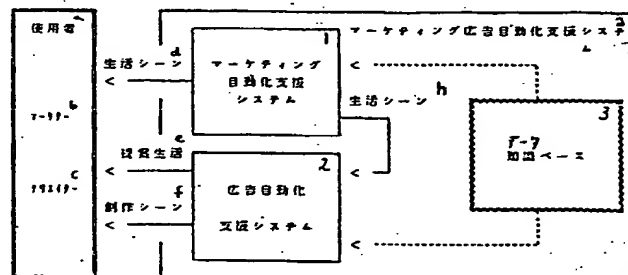
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(54) Title : SUPPORT SYSTEM FOR AUTOMATIZED MARKETING AND ADVERTISING

(54) 発明の名称 マーケティング広告自動化支援システム

(57) Abstract

A support system for automatizing the planning of marketing and advertising by integrating quantitative data, qualitative knowledge and qualitative data in marketing and advertising to provide synergistic effects of different data. The present system comprises a marketing automatization support system (1) for combining marketing scenes (effective life scenes) predictable from statistics and the casual sequence; an advertising automatization support system (2) for dramatizing, expanding the effective life scenes and proposing them to generate a proposed life scene, and for generating creative scenes as the original plan of an advertisement; and a data knowledge base (3) organically constructing various data knowledge used for these support systems. This system processes in series the life scenes as the central concept common to marketing and advertising and accomplishes an integration of operations and improvements in efficiency and quality that cannot be made by manpower, in principle.



- 1 ... marketing automatization support system
- 2 ... advertising automatization support system
- 3 ... data knowledge base
- a ... user
- b ... marketer
- c ... creator
- d ... life scene
- e ... proposed life
- f ... creative scene
- g ... marketing and advertising automatization support system
- h ... life scene